



Quick Notes

from the Idaho Office of Highway Safety

July 25, 2011

Idaho Transportation Department - PO Box 7129 – Boise, ID 83707-1129
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2011 Fatalities on Idaho Roads = 71*

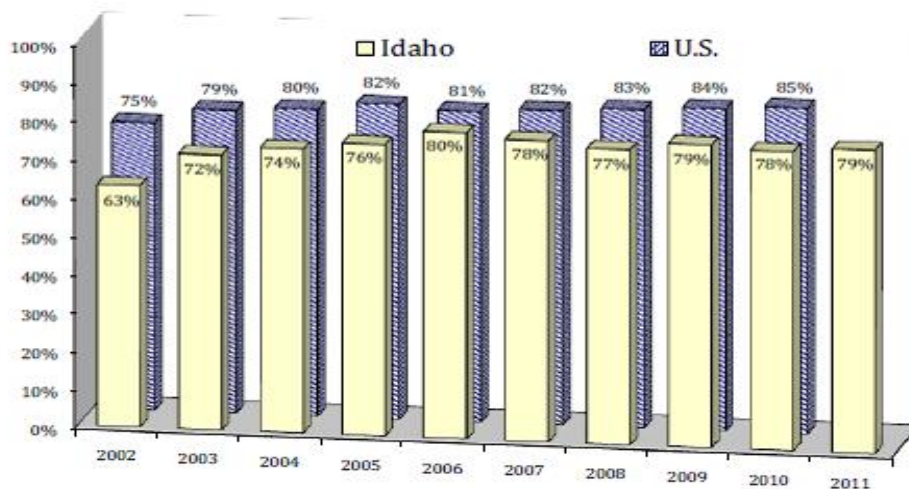
General Message from the Highway Safety Manager

Hi Highway Safety Partners,

First of all you will note that our fatalities to date are down compared to previous years. Thanks to each of you for your contributions.

The Idaho Transportation Department annual seat belt survey has been completed and the final report for 2011 will be published in the coming days by the Office of Highway Safety. This survey reveals the usage is 79.1% statewide. While the nation experiences a steady (albeit slow) increase in seat belt usage, Idaho is not making any headway in the increase of usage since 2006. This is not acceptable. Our goal now is to zoom out and devise some new ideas to increase usage. I am sure the passage of primary seat belt legislation is on the mind of most, but there are other strategies that must be sought. I am seeking ideas from other states and from industry that Idaho can tap into. Our office is open to ideas you might have and I would welcome your thoughts. Here is the history for Idaho and the nation back to 2002.

Idaho Seat Belt Usage vs. U.S. Seat Belt Usage



As a state, Idaho can do better. I look forward to your ideas on how Idaho can increase seat belt usage. Your thoughts are appreciated.

Take care and have a great week.

Brent Jennings, PE
Highway Safety Manager

IDAHO TRANSPORTATION DEPARTMENT - Office of Highway Safety

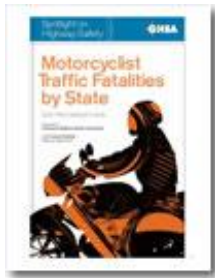
June 2011 - Fatalities By the Month*

		MONTH	TOTALS 3-Yr Average (08,09,10)			CUMULATIVE TOTALS 3-Yr Cum. Average (08,09,10)		
2008	2009		AVERAGE	2010	2011	AVERAGE	2010	2011
19	11	JANUARY	13	8	6	13	8	6
8	17	FEBRUARY	11	7	3	23	15	9
18	17	MARCH	17	15	8	40	30	17
16	17	APRIL	15	11	14	55	41	31
30	18	MAY	21	16	12	76	57	43
23	12	JUNE	18	19	16	94	76	59
18	26	JULY	23	26		117	102	
21	29	AUGUST	26	29		144	131	
22	29	SEPTEMBER	26	28		170	159	
21	17	OCTOBER	22	28		192	187	
19	19	NOVEMBER	18	17		210	204	
17	14	DECEMBER	12	5		222	209	
232	226	YEAR TO DATE	222	209	59			

*Data limitations: This report is based on information provided by law enforcement agencies on crashes resulting in a death that occurs within 30 days of the crash.

Data is preliminary and is subject to change. Totals of this report are the number of persons killed. Averages are rounded.

Motorcycles



This report analyzes preliminary motorcyclist fatality counts for 2010. Data from all 50 states and the District of Columbia is provided.

The report projects a decline of at least 2 percent from 2009, but raises concerns about a 3 percent increase in fatalities in the third quarter (compared with the third quarter of 2009), an anticipated increase in motorcycle travel; and a recent drop in motorcycle helmet use.

[Motorcyclist Traffic Fatalities by State: 2010 Preliminary Data](#)

Published April 2011

US Officials Suggest Subsidies for Traffic Police

Associated Press

HARTFORD, Conn. — Distracted-driving violations have fallen dramatically in Hartford and Syracuse, N.Y., as a result of high-visibility police programs, U.S. Transportation Secretary Ray LaHood said Monday.

LaHood said cash-strapped police departments around the country could benefit from subsidies to enforce bans against talking and texting while driving, but critics say that money may be hard to come by as states that are wrangling with major deficits.

Each of the pilot programs in the two Northeastern cities relied on \$300,000 — \$200,000 in federal money and \$100,000 from the state — to pay police departments to enforce the state's distracted driving laws and advertise about the issue. Citations were issued to almost 10,000 drivers in each city over the past year. The idea was to see whether stepped-up enforcement would lead to fewer violations.

Hartford had a 57 percent drop in talking while driving and a nearly 75 percent drop in texting and driving, transportation officials said. Syracuse saw a 33 percent drop in distracted driving. The study's reports were based on observational studies.

LaHood said Monday on a conference call with reporters that he knows police departments are constrained by budget problems.

"We're not faulting police departments. They have many things that they have to do," LaHood said.

LaHood, who said distracted driving kills thousands of people every year, wants the federal government to help pay for similar subsidy programs elsewhere. He said the study proved tough laws, strong enforcement and public awareness made the difference in reducing violations.

David Teater, a senior director at the nonprofit National Safety Council in Itasca, Ill., said the cost saved from accidents averted far outstrips the expense of such programs.

"I think it's a no-brainer when it comes to the cost," Teater said.

But funding for expanded enforcement programs might be difficult to find.

Jonathan Adkins, a spokesman for the nonprofit Governors Highway Safety Association in Washington, D.C., said it will be difficult to keep up any such enforcement programs as states make severe cutbacks to close budget deficits.

"You have to be able to sustain these types of campaigns," Adkins said. "If the public doesn't expect to get a ticket, we would expect usage to go back up."

Adkins said the priority of his organization, which represents highway safety agencies in every state, remains on the three top issues: seat belt usage, drunk driving and speeding.

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Distracted Driving Shatters Lives

Teenagers are dying and being injured everyday because too many drivers are focusing on using a handheld phone instead of on the road. That's why the U.S. Department of Transportation and Consumer Reports have joined together to help parents and educators raise awareness of this danger and reduce the tragedies. A new brochure "[Distracted Driving Shatters Lives](#)" is available to parents and educators to use with their teens. Brochures can be ordered through the Office of Highway Safety. Follow this link to the OHS [Educational Materials Order form](#).

NHTSA Looking to Implement New Noise Enhancement Rules for Electric Vehicles

The legislation has come about as a result of two studies that indicated that pedestrians might be at increased risk of being run over by electric vehicles. [Read more](#).

IS DRIVING GOING TO THE DOGS?

Survey says distractions and road risks rise when the family pooch climbs in the front seat

BOISE - A new survey shows that fewer than two in ten drivers (16%) currently use a pet restraint when Fido comes along for a ride, even though there is clear evidence they are putting themselves, their pets and other passengers at greater risk.

With some 78 million dogs residing in more than 46 million U.S. households, a growing number of furry companions are placing themselves, their owners and other passengers at greater risk when they ride unrestrained in the family car.

Conducted by AAA and Kurgo, a leading manufacturer of pet travel products, the new survey shows that nearly six in 10 (56 percent) respondents have driven with their dog at least once a month in the past year. Worse, the survey shows that 65 percent of dog owners admit to engaging in at least one potentially distracting activity while driving.

"Looking away from the road for just two seconds doubles your risk of being in a crash," said AAA Idaho Public Affairs Director Dave Carlson. "That's why petting a dog, letting it sit in your lap while driving or trying to restrict it from climbing in the front seat are especially dangerous."

Here are highlights from the survey:

- Three in 10 respondents (29%) admit being distracted when a dog is in the vehicle
- Fifty-two (52) percent admit petting their dogs while driving
- Twenty-three (23) percent have used arms or hands to restrict dog's movement while braking
- Eighteen (18) percent have reached into the back seat to interact with their dog
- Seventeen (17) percent allow their pooch to sit in their laps or hold their dogs while driving

The survey indicates that 83 percent of respondents acknowledge that an unrestrained dog in a moving car can be dangerous, but only 16 percent currently use a pet restraint. About four in ten respondents said they do not use a pet restraint because their dog is calm and does not require one. However, AAA said physics, not the dog's disposition, dictate what will happen during a sudden stop or crash.

An unrestrained 10-pound dog in a crash at 30 mph will exert 300 pounds of pressure, while an unrestrained 80-pound dog in a crash at just 30 mph will exert approximately 2,400 pounds of pressure. "Imagine the devastation that can cause to your pet or anyone in its path," added Carlson.

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Dave Carlson, Director of Public & Government Affairs

AAA Idaho, 208-658-4401 Office; 208-914-1410 Cell - dave.carlson@aaaidaho.com



eImpact 101 and eImpact 4.0 training classes

Below is a list of scheduled classes for Districts 3, 4, and 5. Classes for districts 1,2 & 6 are being planned. If you would like to host training at your agency please contact Carroll Dodd (208) 334-4476 or e-mail carroll.dodd@itd.idaho.gov.

EIMPACT 101 - This course is designed for new officers, new record personnel and those that have not used eImpact. This course will provide a comprehensive understanding of the eImpact, including how the information is used after it is received.

EIMPACT 4.0 - This course is designed for approving officers, veteran officers, eImpact administrators and/or records personnel who have used eImpact in the past. This course will provide information regarding the new updates and including how the program has improved.

eIMPACT TRAINING SCHEDULE


Course	Date	Time	Location
4.0	July 26 - Tuesday	8:30-11:30 am	Vendome, 309 State St., Weiser, ID 83672
101	July 26 - Tuesday	1:00-5:00 pm	Vendome, 309 State St., Weiser, ID 83672
4.0	Aug. 2 - Tuesday	8:30-11:30 am	Pocatello Police Dept., 911 N. 7 th , Pocatello, ID 83201
101	Aug. 2 - Tuesday	1:00-5:00 pm	Pocatello Police Dept., 911 N. 7 th , Pocatello, ID 83201
4.0	Aug. 3 - Wednesday	1:00-4:00 pm	Bear Lake County Fire Station, 15 Montpelier Cemetery Rd, Paris ID 83261
4.0	Aug. 4 - Thursday	8:00-11:00 am	Power County EMS Bldg., 560 N. Oregon Trail, American Falls, ID 83211
4.0	Aug. 4 - Thursday	2:00-4:00 pm	ISP Region 4 Training Rm., 218 W. Yakima, Jerome, ID 83338
101	Aug. 22 - Monday	8:00am-noon	ISP Training Classroom A, 700 S. Stratford Dr., Meridian, ID 83642
4.0	Aug. 23 - Tuesday	8:30-11:3 am	ISP Training Classroom A, 700 S. Stratford Dr., Meridian, ID 83642
101	Aug. 31 - Wednesday	8:00am-noon	McCall American Legion Hall, 216 E. Park St., McCall, ID 83628
4.0	Aug. 31 - Wednesday	1:30-4:30 pm	McCall American Legion Hall, 216 E. P ark St., McCall, ID 83628
4.0	Sept. 1 -Thursday	2:00-4:00 pm	ISP Region 4 Training Rm., 218 W. Yakima, Jerome, ID 83338
4.0	Sept. 7-Wednesday	9:00am-noon	Elmore CSO 2255 E. 8 th N., Mountain Home, ID 83647
101	Sept. 7-Wednesday	1:00-5:00pm	Elmore CSO 2255 E. 8 th N., Mountain Home, ID 83647
4.0	Sept. 8 - Thursday	2:00-4:00pm	Caribou County Fire Station, 655 E. 2 nd South, Soda Springs, ID 83276
4.0	Sept. 13 - Tuesday	1:30-4:30pm	Heyburn Police Dept., 1800 J St., Heyburn, ID 83836
101	Sept. 14 -Wednesday	8:00am-noon	Heyburn Police Dept., 1800 J St., Heyburn, ID 83836

IMPAIRED DRIVING

Hard to believe, but it is time to start planning for the Labor Day Impaired Mobilization. This will be **Overtime** only, no incentive funds. If you have not requested funding for this mobilization, there is still time. Funding requests must be received by **August 10.**

The mobilization will run August 26-September 6.

NHTSA's new impaired driving message is "Drive Sober or Get Pulled Over" Below is the National planner for Labor Day.



**DRIVE SOBER OR
GET PULLED OVER**



Announcing the
2011 National Impaired-Driving Crackdown
August 19–September 5, 2011

New National Tagline:
Drive Sober or Get Pulled Over

Starting Friday, August 19, law enforcement agencies, stakeholders, and their partners across the Nation will launch the 2011 National Impaired-Driving Crackdown with intensified, highly visible enforcement activities using the new tagline, "Drive Sober or Get Pulled Over."

Are you ready?

Products for Enforcement Action Kits (PEAKs) are available to help you coordinate your enforcement activities from August 19 through the Labor Day weekend.

Use planner material to help you publicize your efforts before, during, and after the Crackdown.

Download the PEAK at
<http://www.stopimpaireddriving.org/PEAK/index.html> and the National Crackdown planner at
<http://www.stopimpaireddriving.org/planners/crackdown2011/index.cfm>.



**DRIVE SOBER OR
GET PULLED OVER**

QUESTIONS?

Kevin Bechen, kevin.bechen@itd.idaho.gov, 334-4467

CALENDAR OF EVENTS

If you would like to add an event to the calendar, please send an e-mail with the event details to lisa.losness@itd.idaho.gov

Date	Event Description
July 15-26, 2011	AGGRESSIVE DRIVING Traffic Enforcement Mobilization – Statewide, Contact: Cecilia Awusie, OHS GCO, Cecilia.awusie@itd.idaho.gov (208) 334-8112
Aug. 3, 2011	POSTPONED new date TBD SHSP – committee chair meeting – 9:00-12:00 at ITD
Aug. 7 – 13, 2011	National Stop on Red Week Federal Highway Administration http://safety.fhwa.dot.gov/intersection/redlight/outreach
Aug. 11, 2011	Alive at 25 Class , Kootenai Fire Station #2, Post Falls http://aliveat25.us/id/find-a-course
Aug. 19-21, 2011	State Motorcycle Safety Administrators (SMSA) Conference , Des Moines, IA
Aug. 26-Sept. 6, 2011	IMPAIRED DRIVING Traffic Enforcement Mobilization – Statewide, Contact: Kevin Bechen, OHS GCO, kevin.bechen@itd.idaho.gov (208) 334-4467
Sep 18-24, 2011	CHILD PASSENGER SAFETY WEEK , National Highway Traffic Safety Administration (NHTSA)
Oct. 1, 2011	First Day of Fiscal Financial Year 2012
June 14-16, 2012	Lifesavers Conference , Orlando, Florida, www.lifesaversconference.org
July 19-20, 2012	Northwest Alcohol Conference , Boise Center on the Grove, www.northwestalcoholconference.org